

## Message Text

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PAGE 01 BELGRA 06449 271519Z

43

ACTION CU-04

INFO OCT-01 EUR-12 ISO-00 EB-07 COME-00 /024 W

----- 046970

R 271435Z DEC 74

FM AMEMBASSY BELGRADE

TO SECSTATE WASHDC 1572

INFO USIA WASHDC

AMEMBASSY VIENNA

AMCONCUL ZAGREB

UNCLAS BELGRADE 6449

VIENNA FOR RPO

E.O. 11652: N/A

TAGS: OEXC, YO

SUBJ: STAG FOR BELGRADE INTERNATIONAL MARKETING SEMINAR

1. REPUBLICAN ADMINISTRATION FOR TECHNICAL COOPERATION, SR SERBIA PLANS INTERNATIONAL MARKETING SEMINAR IN BELGRADE AND DUBROVNIK, FEB 10-15, '75 AND REQUESTS PARTICIPATION OF US EXPERTS. ATTENDING SEMINAR WILL BE LEADING YUGOSLAV MARKETING SPECIALISTS, EXPERTS FROM FRANCE, BELGIUM, WEST GERMANY AND POSSIBLY OTHER COUNTRIES.

2. SEMINAR ORGANIZERS HAVE SPECIFICALLY REQUESTED:

(A) STENART HENDERSON BRITT, SCHOOL OF BUSINESS, NORTHWESTERN UNIVERSITY, ON SUBJECTS: (1) PROMOTION OF ECONOMIC ADVERTISING, SALES PROMOTION, PERSONAL SALESMANSHIP AND PUBLIC RELATIONS; (2) INTRODUCING NEW PRODUCTS INTO THE MARKET.

(B) D. MAYNARD PHELPS, THE U. OF MIHC., GRADUATE SCHOOL OF BUSINESS ADMIN, ON SUBJECT: (1) MARKETING MIX -- OPERATIVE FUNCTIONING OF ADJUSTED MARKETING; (2) MARKETING - AN INSTRUMENT FOR PROVIDING MARKET DEMANDS AND SOCIAL NEEDS; (3) SALES AND DISTRIBUTION - SALES POLICY, LOGISTICS, SELLING CHANNELS.

ORGANIZERS UNABLE COVER INTERNATIONAL TRAVEL COSTS BUT OFFER PAY ALL EXPENSES IN YUGOSLAVIA.

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PAGE 02 BELGRA 06449 271519Z

3. AS PROPOSAL SOLIDLY IN LINE WITH COUNTRY OBJECTIVES,

EMBASSY REQUESTS CU CONSIDER STAG FOR THIS HIGH-LEVEL MARKETING  
CONFERENCE. IF BRITT AND PHELPS NOT AVAILABLE, REQUEST  
DEPT SUGGEST ALTERNATES IN SIMILAR FIELDS. 1974-75  
FULBRIGHT PROFESSOR DONALD TULL, U. OF SKOPJE, MAY  
ALSO PARTICIPATE.

4. AS LEAD TIME LIMITED, REQUEST CABLE REPLY ASAP.  
TOON

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NNN

## Message Attributes

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**Concepts:** n/a  
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**Decaption Date:** 01 JAN 1960  
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**Disposition Approved on Date:**  
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**Disposition Case Number:** n/a  
**Disposition Comment:**  
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**Subject:** STAG FOR BELGRADE INTERNATIONAL MARKETING SEMINAR  
**TAGS:** OEXC, YO  
**To:** STATE  
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